

# EDMONTON CATHOLIC SCHOOLS **COMMUNICATIONS**

FIRST TO KNOW:  
HOW ECSD KEEPS FAMILIES  
AND COMMUNITY  
INFORMED AND  
ENGAGED



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November 2025

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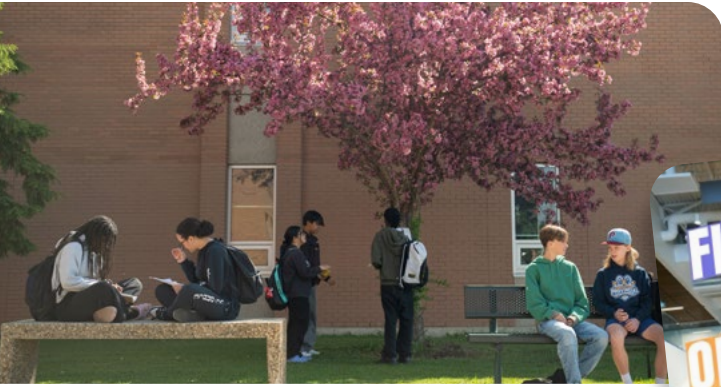
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## FIRST TO KNOW: HOW ECSD KEEPS FAMILIES AND COMMUNITY INFORMED AND ENGAGED

Families rely on timely and accurate information. This report outlines how Edmonton Catholic Schools delivers clear communication between home and school, responds quickly to emerging issues, and maintains consistent messaging across Division and school channels. It explains the supports and services in place, how we manage conflict, how we work with media so coverage reflects Board positions, and how we promote positive engagement. You'll see recent examples that show reach and impact. All communication is designed using plain language and mobile-friendly formats to help families and our greater community access what they need and take action with confidence.

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edmontoncatholicschools  
Junior Senior • Move Your Feet

edmontoncatholicschools It's time to find your Open House at Edmonton Catholic Schools! Home to 94 schools, #ECSD offers a variety of programs, all within a Christ-centred learning environment, to support and guide you through to graduation. Visit [ecsd.net/openhouse](http://ecsd.net/openhouse) today for a full list of Open House dates and times. #ECSDFaithInspires #yegschools

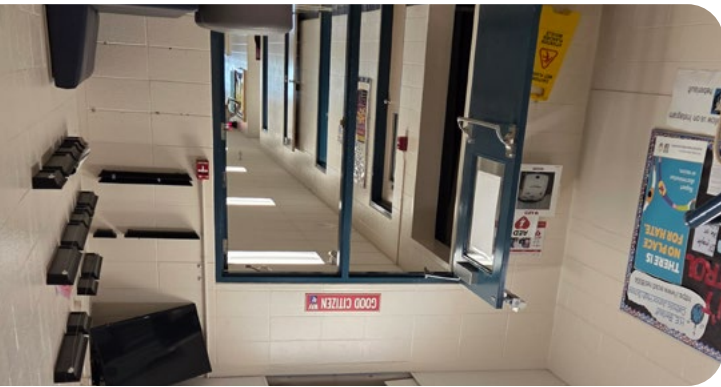
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Liked by [ecsd\\_super](#) and 168 others



**ST. ROSE**  
Catholic Junior High School

The mission of St. Rose School is to provide a Catholic education that inspires students to strive for academic excellence within an inclusive community centred on love, leadership, and service.







**COMMUNICATIONS**  
Department

## WHO WE ARE

Our Communications team works to make sure families receive the right information at the right time. We plan, write, design, and deliver content across Division and school channels. We provide guidance during complex situations and align media responses with the messages families see, building trust and confidence in Edmonton Catholic Schools. **The team includes a Communications Manager, three Communications Specialists, a Graphic Design Specialist, a Graphic Designer, two Multimedia Specialists, a Web Content Coordinator, and an Administrative Coordinator.**

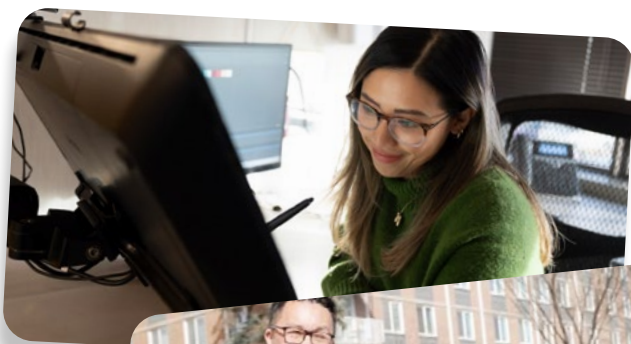
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### WHAT WE DO:

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- Strategic and Digital Communications
- Issues and crisis response
- Family support
- Media and public engagement
- Event coordination
- Graphic Design and multimedia
- Marketing and advertising

We are proud to have played a role in welcoming more than 51,000 students for the 2025-2026 school year.



A large, stylized white letter 'B' is positioned on the right side of the page. It is partially enclosed by a white diamond shape. The background consists of a pattern of concentric, slightly offset lines in various shades of green, creating a sense of depth and movement.

**B**

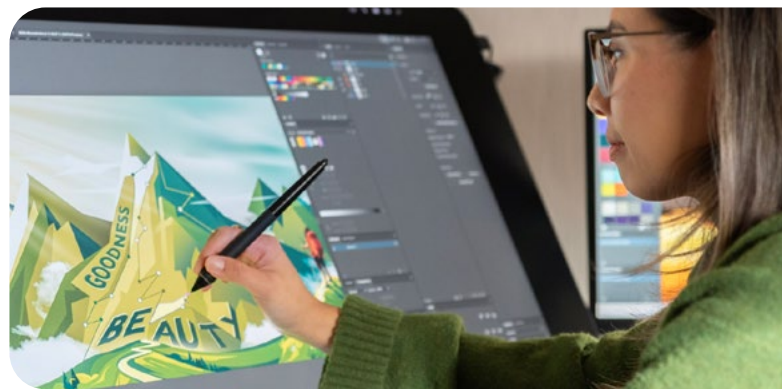
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**CATHOLIC IDENTITY**  
and Division Profile

# ELEVATING OUR CATHOLIC IDENTITY AND DIVISION PROFILE

Edmonton Catholic Schools is defined by its Catholic identity and commitment to serving God in one another. The Communications team ensures this identity is visible and consistent in every message, campaign, and event. Through strategic storytelling, visual branding, and faith-rooted initiatives, such as our annual Division theme, mission banners, and Division videos, we elevate the profile of ECSD and reinforce our mission.

Our work highlights the values that set Edmonton Catholic Schools apart. Every communication, whether digital or print, is designed to reflect our faith, celebrate our community, and build trust with families, staff, trustees, and the broader public. By intentionally weaving Catholic language and imagery into our messaging, we make our mission and values clear and accessible.





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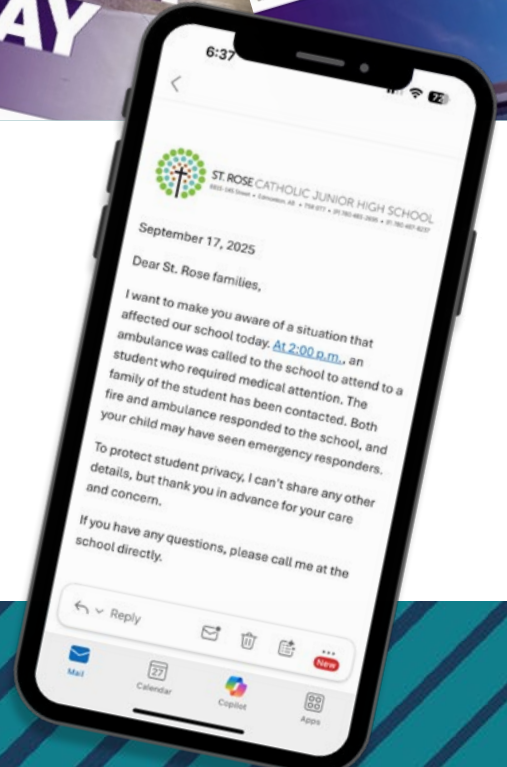
**INFORMATION MANAGEMENT**  
and Communication

## HOW FAMILIES RECEIVE INFORMATION

ECSD Families rely on the Division for updates they can understand and trust. It's our responsibility to communicate clearly, promptly, and in formats that work, especially on mobile devices, where most families access information. Messages are reviewed by subject matter experts to ensure accuracy. For example, reminders about the pre-enrolment process are reviewed by the Superintendent of Educational Planning before distribution.

## COMMUNICATION TOOLS

- **SCHOOLMESSENGER:** Division-wide notices are sent by email; SMS text is used for urgent updates.
- **ECSD.NET:** Evolving topics are posted as news items and often include mobile-friendly FAQs, referral links or contact details for more information, and a visible "last updated" timestamp. All other communications efforts point to this hub for consistency.
- **SCHOOL COMMUNICATIONS:** School communications reinforce Division messaging through websites, newsletters, and social media. Weekly WAG and LeWAG submissions provide ready-to-use content for school staff. Web content templates are also available to support consistent messaging on topics such as Open Houses, Back-to-School, and summer vacation.
- **SOCIAL MEDIA:** Division posts are designed for schools to reshare, supporting consistent messaging and often made available for schools to post on their own platforms.
- **PRINT AND IN-SCHOOL NOTICES:** Printed and shared when most appropriate for the audience.
- **MEDIA STATEMENTS:** Official written responses or position pieces issued by Edmonton Catholic Schools (ECSD) to clarify, confirm, or comment on matters of public interest.



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## WHEN AND HOW WE SEND

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Communication timelines balance consistency with responsiveness. Families benefit from knowing what to expect and where to find urgent updates. Delivery methods are adapted to suit each message, with a focus on clarity and alignment across all Division and school channels.

- **ROUTINE UPDATES:** Calendar items, pre-enrolment, and open house notices follow a predictable schedule.
- **TIME-SENSITIVE NOTICES:** Updates related to transportation, operations, or weather are sent as needed with clear calls to action.
- **EMERGENCIES AND ISSUES:** Immediate notices are sent via SMS text if required.

This consistent approach builds trust in ECSD's communication practices and helps families respond quickly and confidently.

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## HOW MESSAGES ARE WRITTEN

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Our writing approach helps families act quickly and confidently. We focus on clarity, consistency, and accessibility, especially on mobile devices.

- **ACTION FIRST**  
Messages begin with the action families should take, followed by brief context. This structure helps families prioritize what to do and why.
- **CATHOLIC VOICE**  
Tone reflects the Division's Catholic identity and aligns with our mission to serve God in one another.
- **INCLUSIVE LANGUAGE**  
Vocabulary is easy to understand and free of jargon.
- **MOBILE-FRIENDLY FORMAT**  
Content is formatted for mobile devices: short paragraphs, clear headings, and obvious calls-to-action. This ensures readability on phones and tablets.
- **SPECIFIC TIMING**  
Dates and times are written clearly to avoid confusion. We do not use vague phrases such as "early next week."

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## TRANSLATION AND ACCESSIBILITY

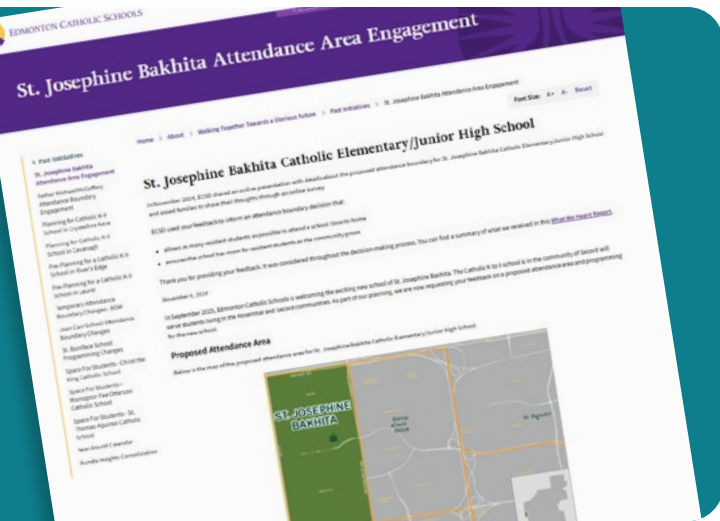
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With support from intercultural staff at One World...One Centre, key updates are shared with newcomer families in their preferred languages. Staff work directly with family groups to confirm understanding and provide translated messages.



We also prioritize accessibility across platforms. Alt text, short for alternative text, is added to images to describe their content for users who rely on screen readers. Captions or subtitles are included in videos to support comprehension. Accessible PDFs are used when necessary to ensure compatibility with translation tools and assistive technologies.

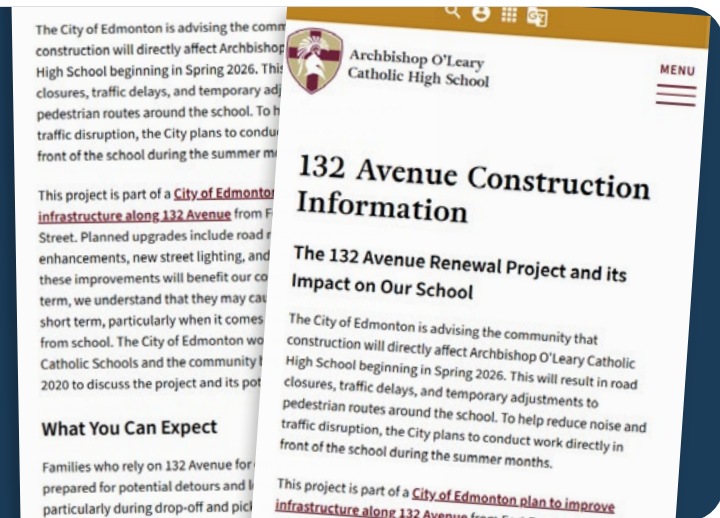
These practices help all families understand essential information, regardless of language, ability, or access.



## ECSD.NET IS OUR COMMUNICATION ANCHOR

The ECSD website serves as the central hub for Division-wide communication. The landing page provides families with a single, reliable location to access the most current and accurate information. It is the first platform we update and the destination to which all other communication tools, social media, and school newsletters are directed. This approach supports consistency, reduces confusion, and improves response times.

By updating the website first, we streamline communication across platforms. Whether families receive an email, see a social post, or read a school newsletter, they are directed to the same page. This reduces conflicting messages and allows for real-time updates without requiring multiple revisions across schools and departments.



### KEY FEATURES OF ECSD.NET

- Intentional front-page layout for easy navigation
- Mobile-friendly formatting for quick scanning
- Backlinks within ECSD.net webpages guide users to related content elsewhere on the site or to partnering organizations where they can find more information
- Real-time updates with visible "last updated" timestamps
- Pre-written messaging and visual assets for school-level sharing
- Web alert banners for time-sensitive updates



**3.06 MILLION VISITS TO ECSD.NET IN 2024-2025 SCHOOL YEAR. 25%+ INCREASE FROM PREVIOUS YEAR.**

## SUPPORTING SCHOOL-LEVEL COMMUNICATION

We support schools by providing ready-to-use materials that make it easy to share accurate, accessible information with families and staff. This reduces the workload for school teams and ensures alignment with Division messaging.

Weekly SWAG and LEWAG items include copy blocks, graphics, and direct links that schools can paste into newsletters, websites, and social media posts. This approach helps deliver consistent messages across all school communities.

For urgent or high-priority updates, we publish webpages to school sites that route families directly to [ecsd.net](http://ecsd.net). These tools allow schools to respond quickly while maintaining consistency with Division-wide communication.

To help principals field questions and build understanding around new policies or processes, Communications prepares key messages and sample responses. These resources support school leaders in responding confidently and consistently, especially during times of change or uncertainty.

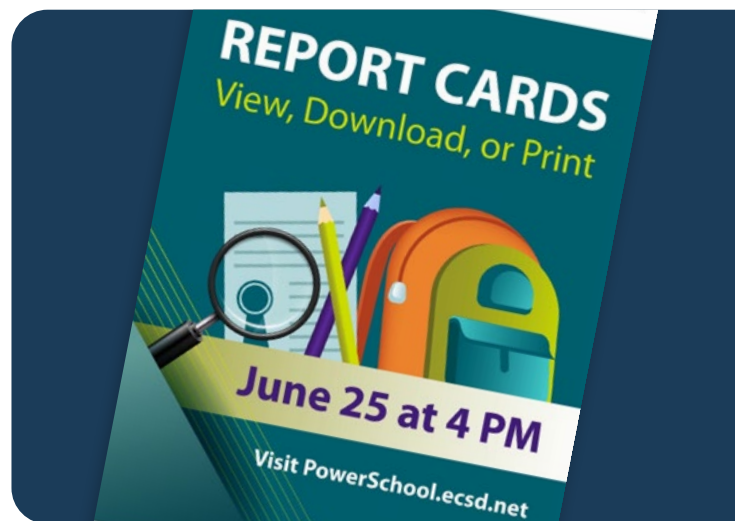
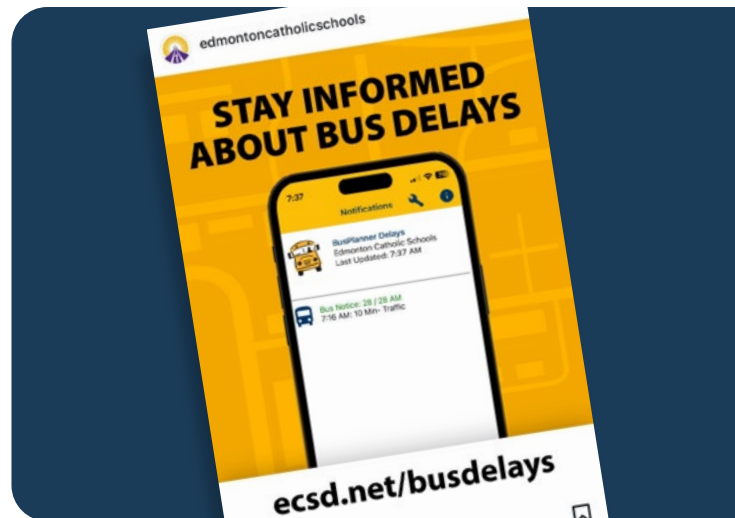
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### SUPPORTS PROVIDED:

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- Pre-written messaging for newsletters and social media
- Visual assets and links for easy sharing
- Web alert banners for time-sensitive updates
- Key messages and sample responses for new or evolving topics

By streamlining content creation and distribution, we help schools focus on their core responsibilities while ensuring families receive clear, consistent communication.



## CRISIS AND ISSUES MANAGEMENT

Edmonton Catholic Schools is committed to responding when issues arise. Whether it's a safety concern, labour disruption, or public health matter, our communication strategy is built on a process and teamwork. Families should never learn about a school-related incident from a social media post or on the media. Our goal is to ensure they hear directly from us first.

We work closely with Leadership Services, Occupational Health & Safety, and school administration to coordinate responses during emergencies or incidents. All messaging is reviewed by Leadership Services and the school principal to ensure accuracy.

Communications maintains a set of ready-to-use templates to help principals inform families during a range of scenarios. For example, in the event of a police-directed On-Alert, principals have access to more than 10 pre-crafted messages for email and SMS. These templates guide communication from the initial notification through updates, dismissal procedures, and reunification, ensuring families are kept informed until the situation is resolved.

We also monitor social media and public sentiment to identify misinformation and emerging concerns. Messaging is adjusted as needed to reflect new developments.

## WORKING WITH THE MEDIA

Media relations at Edmonton Catholic Schools are managed through a centralized process. All media inquiries are directed to ECSD Communications and reviewed by the Chief Superintendent. We provide information, holding statements, pre-arranged interviews, and background materials to support accurate reporting. Our approach protects student and staff privacy, maintains consistency across platforms, and reflects the Board's positions.

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### PROACTIVE MEDIA

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We work with media outlets to share positive stories about our schools and Division initiatives. This includes coordinating proactive coverage for events such as First Riders, Celebration of the Arts, and school openings. We also reach out to highlight unique school-based stories, such as Earth Day activities at St. Elizabeth or coverage for Unified Games.

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### ANSWERING MEDIA REQUESTS

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Local, provincial, national, and international media contact our Division for information to support their reporting. In the 2024-2025 school year, ECSD Communications received requests on topics including labour disruption, enrolment growth, provincial policy changes, student safety, and curriculum implementation. Reporters regularly requested statements, data, and clarification on Division procedures, with many inquiries requiring time-sensitive coordination and review by multiple ECSD departments to meet tight media deadlines.

During critical incidents, such as a missing student or facility disruption, Communications collaborates with law enforcement and school leaders to provide timely updates. Messaging is intentionally coordinated and shared with families before it is released to the media, so school communities receive important information directly from us, not through news coverage.

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## PRIVACY AND CONSENT

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All student-related coverage is supported by parent/guardian consent and reviewed for compliance with ECSD's privacy standards. For example, media attendance at the Breakfast Club of Canada event at St. Joseph High School was confirmed only after verifying consent forms and media releases.

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## MEDIA SUPPORT AND MONITORING

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We prepare our Board Chair, senior leaders, subject-matter experts, and even students for media interviews through tailored talking points/key messages, Q&A documents, and practice sessions. Responses are reviewed and approved under tight timelines to ensure accuracy and alignment with Division messaging.

Our media practice sessions simulate real interview scenarios, helping participants rehearse key messages and build confidence for an interview. A well-prepared interview helps shape how Edmonton Catholic Schools is represented in the final coverage.

Using tools like Meltwater, we monitor media coverage, track sentiment, and adjust messaging as needed. Regular digest emails keep the Division informed and ready to respond.



# MEDIA INQUIRY PROCESS



## Over 1,000 Edmonton Catholic school students return to class Monday

Students at St. Alphonsus, St. Catherine and St. Theresa schools returned to classrooms Monday. CTV Edmonton's Evan Kenny has the latest.



John Fiacco, superintendent of education planning with Edmonton Catholic Schools, said the division has been dealing with an insufficient amount of school space for the past three to four years. The division is currently at 100 per cent utilization, with their high schools at 110 per cent utilization.

### Headline News

Get the latest headlines, breaking news and columns.

ouemail@email.com

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"We have more students than we have space for," Fiacco said.

"Libraries now turned into classrooms ... It means that auxiliary space for a conference room for teachers to collaborate and plan turns into a classroom."



CTV News

### 'It's a wonderful thing': Local students growing food for their school

Students in the Grow Club at St. Elizabeth Catholic Elementary School have been learning about growing their own food and other plants.

Apr 22, 2025





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Positive  
**ENGAGEMENT**

## PROMOTING POSITIVE ENGAGEMENT

Telling our story remains a cornerstone of the Communications team's strategy. Through consistent, professional storytelling, we strengthen connections with our community and enhance the Division's brand reputation. By showcasing the everyday moments that define Edmonton Catholic Schools, we bring our mission and values to life in a way that resonates with our community.

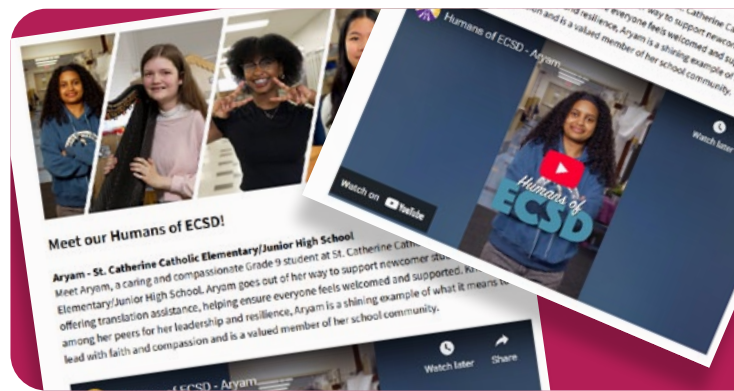
### ***Our team leads this work by:***

- Developing targeted campaigns that align with strategic priorities.
- Planning and supporting Division events that build community.
- Sharing authentic stories that highlight the impact of our schools on students, families, and staff.

These efforts not only reflect who we are but also build trust and credibility with our audiences, ensuring our Division's values are consistently communicated and celebrated.

## STORYTELLING AND SOCIAL MEDIA STRATEGY

Storytelling is at the heart of how we build connections, showcase faith in action, and celebrate the diversity and excellence of our Division. Campaigns like Humans of ECSD and Take and Eat have reached thousands, resonating with families and reinforcing our identity as a community of hope.



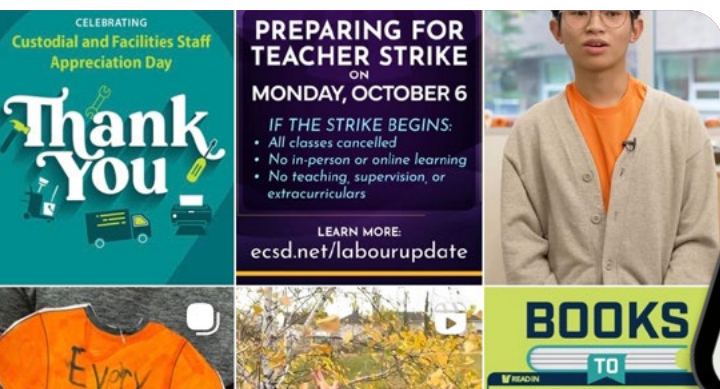


Our social media strategy is intentional, mission-driven, and aligned with the values of our Division. Posts are planned through a shared content calendar that aligns with school activities, liturgical seasons, and Division priorities. Captions, visuals, and the hashtag #ECSDfaithinspires are intentionally designed to support accessibility and brand consistency. Every post is crafted with the purpose to achieve at least one of the following goals:



- Boost awareness and establish the narrative
- Enhance Communication
- Protect and preserve Catholic education
- Set families up for success
- Support recruitment and marketing of ECSD schools and departments
- Share proof of Division work

The Communications team monitors engagement and reach to understand what resonates most with families, and then we adjust tone, timing, and format accordingly.



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## SUPPORTING DIVISION EVENTS

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The Communications team plays an important role in the planning and execution of major Division events. For events such as Student Faith Leadership Awards, Celebration of the Arts, Retirement Gala, First Riders, site blessings, and new school openings, the team leads coordinated efforts that shape public perception and strengthen community connection.

- **COLLABORATIVE PLANNING:** Communications partners with other departments, and school-based staff such as teachers and administrators, to coordinate logistics, messaging, and visuals to deliver events that are meaningful, well-organized, and aligned with Division priorities.
- **MESSAGING AND PROMOTION:** We create invitations, posters, website content, registration tools, and social media posts that explain the event's purpose and encourage participation. Messaging is targeted for families, staff, trustees, and media.
- **SIGNAGE AND BRANDING:** We manage the design and production of event signage and visual materials that support ECSD's brand and create a welcoming, professional environment.
- **MEDIA OUTREACH:** We coordinate media advisories, interviews, and on-site support when required to secure accurate coverage and highlight ECSD's impact.
- **POST-EVENT COVERAGE:** We share event highlights across ECSD's digital platforms to celebrate student achievement, community involvement, and faith in action. We also participate in and lead debriefs to capture lessons learned and improve planning for future events.

Our work helps the community see and experience what it means to be Edmonton Catholic Schools.





## STRATEGIC CAMPAIGNS

Our marketing efforts focus on running targeted campaigns that invite families to actively engage in Division life and explore the opportunities within Edmonton Catholic Schools.

- Find Your Open House and Register Now campaigns are strategically aligned with key enrolment periods, showcasing the unique programs and values of our schools.
- Open house video tours and highlight reels bring school communities to life, helping families visualize the experience and make informed decisions.
- Targeted marketing supports awareness of specialized programs, including STEM, Languages, Sport Academies, Careers and Trades, and more. These campaigns showcase student success stories and real-world learning opportunities that reflect the diversity and innovation in ECSD.
- We leverage a mix of digital and traditional platforms, including bus shelters, billboards, social media, and school websites, to ensure our messaging reaches families where they are most likely to engage.
- Campaign performance is measured through registration numbers, website visits, video views, and social media engagement to guide future strategy.



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## COMMUNITY CONNECTION

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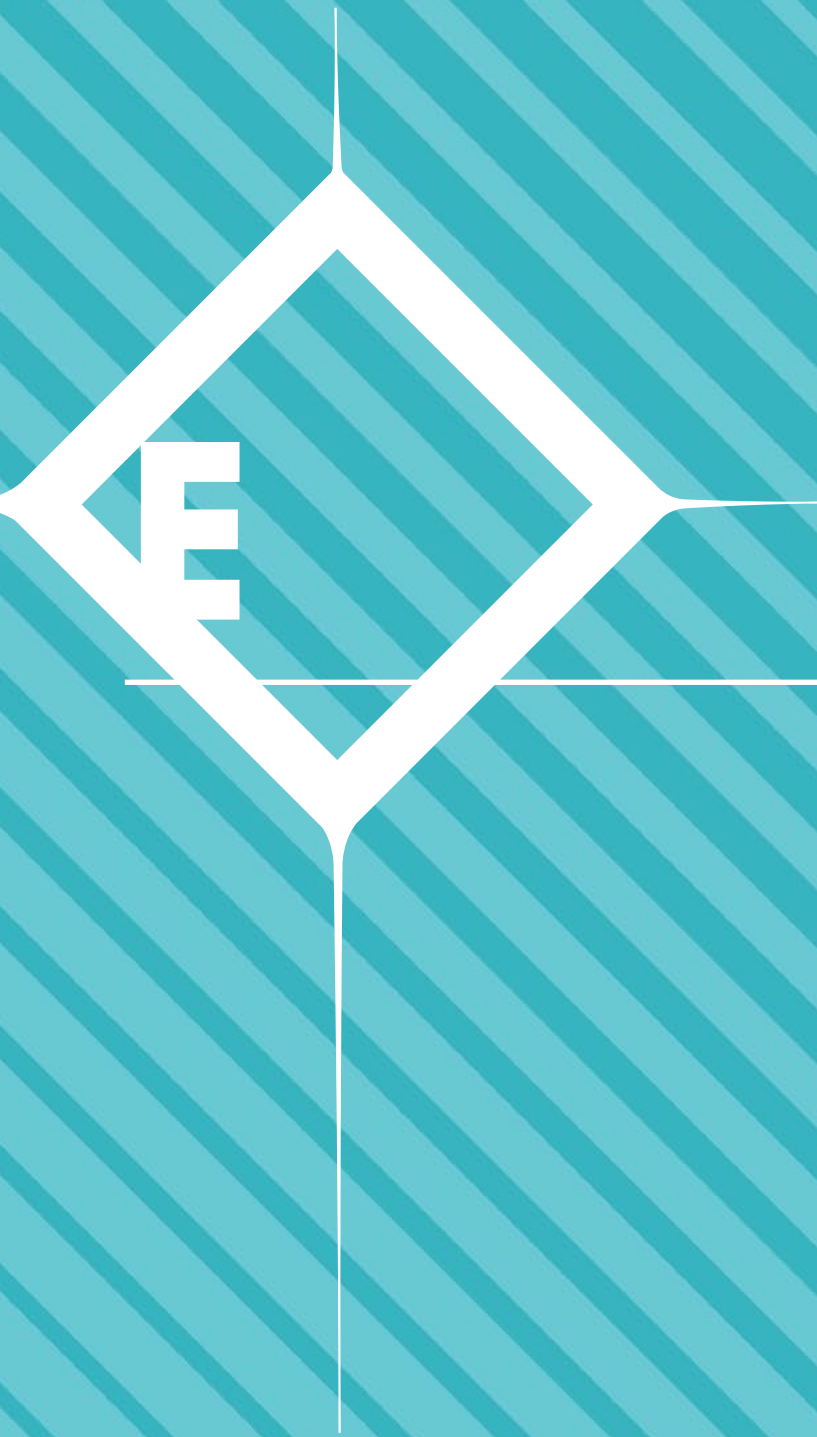
Edmonton Catholic Schools communicates beyond families and staff. Our broader community includes parish partners, community agencies, media, and the general public, many of whom access [ecsd.net](http://ecsd.net) or engage with our social media and shared stories. Our approach is deliberate. We ensure that public-facing messages carry the same facts and tone as family notices.

### **Examples include:**

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- Ben Calf Robe Traditional Pow Wow: Provide design and branding support for this annual cultural celebration, ensuring event materials reflected its significance and honoured Indigenous traditions.
- Spanish Bilingual and French Immersion Engagement: A robust communications plan promoting opportunities for families to share feedback and strengthen the K-12 Spanish Bilingual and French Immersion pathways.
- The Messenger: Monthly newsletter from the Board of Trustees, reinforcing connection with families. This year, a trailer video was introduced to help increase viewership.





Delivering on  
**BOARD PRIORITIES**

## DELIVERING ON BOARD PRIORITIES FOR FAMILY AND PUBLIC COMMUNICATION

Edmonton Catholic Schools communicates with families and the broader community through structured and responsive practices that build trust and strengthen relationships. The Division ensures effective home-school communication by maintaining centralized processes, utilizing mobile-first digital platforms, and providing support at the school level.

Our approach is rooted in our Catholic identity and commitment to serving God in one another. Communications elevates the profile of Edmonton Catholic Schools. Visual branding elements reinforce who we are and what we stand for.

When conflict arises, coordinated messaging protocols ensure clarity, consistency, and alignment with Board direction. Information is shared across appropriate channels, including email, websites, social media, and media, to reach our wider community. Media relations are professionally managed to reflect the Board's views and uphold the Division's reputation.

Strategic campaigns, storytelling, and event coordination promote positive engagement, reinforce Catholic identity, and build trust in the Division. By consistently communicating our values and celebrating our faith, we strengthen the Division's brand and ensure our identity is clear to all audiences.

